We Claim:

1. A method of targeting an Internet messaged to an Internet client based on geographic information of the Internet client, comprising:

    (a)   obtaining IP addresses of Internet clients as they visit at least one web site;

    (b)   obtaining addresses from the Internet clients;

    (c)   transforming the addresses to latitude/longitude coordinates for each of the Internet clients;

    (d)   generating a lookup table by correlating the IP addresses with the addresses and latitude/longitude coordinates;

    (e)   mining information in the table to resolve multiple entry conflicts to extract most likely position of a particular address;

    (f)   obtaining an IP address from the Internet client to be targeted;

    (g)   approximating the location of the Internet client by comparing the client's IP address with the lookup table;

    (h)   transmitting a predetermined message to the Internet client, wherein the predetermined message is related to the geographical location of the Internet client.

2. The method according to claim 1, wherein the predetermined message is sponsored by a third party within a predetermined geographical distance from the Internet client's geographical location.

3. The method according to claim 1, further comprising:

    (i)   providing a secondary message to be offered to the Internet client when the Internet client responds to the predetermined message.

4. The method according to claim 3, wherein the secondary message invokes one of the following:

a coupon for money off from the third party;

a document offered by the third party;

an electronelectronelectronic mail to be sent to th'm(.0U

5   5.   The method according to claim 1, wherein the step of obtaining geographical information from the Internet users is accomplished by deploying at least one geographically oriented applet which will collect the Internet clients' geographical information upon invoking the applets.

10   6.   The method according to claim 1, wherein the lookup table correlates the following entries:

IP addresses;

physical addresses;

zip codes;

15   latitude and longitude coordinates;

Local time;

Confidence Level and

Map view extent.

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7. The method according to claim1, wherein a client's demographic is derived from his/her geographic location.

8. The method according to claim1, wherein the client is identified by a unique

25   string, in which case his/her geographic location can be immediately looked up.

9.   A method of targeting at least one geographically based message to at least one Internet client of at least one web site server, comprising:

(a)   providing a database correlating IP addresses with geographical
       information;

(b)   acquiring at least one generic messaging space from at least one web
       site;

5   (c)   obtaining an IP address of the Internet client when the Internet client visits
            the web site;

(d)   determining the geographical location of the Internet client based on one
       of IP address and a stored cookie;

(e)   transmitting a first message to the Internet client through the web site,
10   wherein the first message is related to the geographic location of the
            Internet client.

10.   The method according to claim 9, further comprising transmitting a
secondary message to the Internet client after the Internet client responds to the first
15   message, wherein the secondary message is one of the following:
       a coupon, a document, or a map.

11.   A method of using a computer to transmitting targeted information to an
       Internet client of a web server, comprising the steps:
20   a. collecting IP addresses from a plurality of Internet clients;
       b. collecting geographical addresses from the plurality of Internet clients;
       c. geocoding each of the collected geographical addresses to generate
           location information for each of the geographical attributes;
25   d. generating a look-up table substantially correlating the IP addresses
           to the location information;
       e. collecting the IP address of the Internet client;
       f. generating a location information for that Internet client based on the
           look-up table;
30   g. retrieving a target information relating to the location information;

h. transmitting the targeted information to the Internet client while the Internet client is accessing the web server.

12. The method according to claim 11, wherein the step of generating a location information is done by interpolation and approximation.

13. The method according to claim 11, wherein the step g) of retrieving a target information comprises:

   a. auctioning the location information regarding that Internet client to at least one advertising sources;

   b. upon receiving a successful bid from one source, retrieving a targeting information from that source for transmission to the Internet client.

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